
Communications

Procedure Manual

Version 2.0

The purpose of the Communications Procedure Manual is
to proactively facilitate effective avenues
of internal and external communication.

Prince of Peace Church & School

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Communications Team

Communicating the right message to the right audience at the right time

The Prince of Peace Church and School (PoP) offers/hosts many events and meetings through its various ministries. These events and meeting may be of interest to the entire congregation, to various segments of the congregation or to segments of the public. To be effective in meeting the expectations of a ministry offering or hosting an event or meeting, it is important that an event or meeting be publicized to the appropriate audience. Today, people (audiences) are barraged with information through a plethora of communication means and sources. This makes it important that the necessary publicity for PoP programs be targeted to appropriate/selected audiences in such a way that intended participants get the information they need in a timely and efficient manner.

PoP has established a Director of Communications Office in response to (1) the current day information bombardment and (2) the large scope of PoP events and meetings. The Director of Communications helps coordinate across PoP ministries and across the various communication channels at the disposal of PoP so that publicity information reaches the appropriate audience.

This manual has a three-fold purpose. It explains how event and meeting organizers across the various PoP ministries can initiate a publicity process by involving the Director of Communications early on. This is accomplished through an on-line submission of key information. This manual then outlines the modes of publicity that are available. Here, the Director of Communications in concert with the ministry leaders can channel the submitted information in the most effective mode or combination of modes. Likewise, by being aware of the modes, ministry leaders can develop mode-appropriate content. This manual also describes the tiered system of communication adopted by PoP. Again, the Director of Communications can help identify the appropriate tier so that the publicity reaches the appropriate audience without overwhelming the congregation at large.

The Director of Communications ensures that the “look and feel” of publicity is better focused across the modes. And, the communication tier system better directs publicity to just the desired audience. Thank you for following this manual to reach the intended audience with important messages.

HOW DO I SUBMIT INFORMATION TO THE DIRECTOR OF COMMUNICATIONS?

- 1) This is easy. There is one way and one way only to submit information. It is the Web based Communications Request Form found at the Prince of Peace Website at www.popl.org/communications.
 - a. Before you begin to populate the required fields, ensure that the approval of your Core Ministry Lead or one of the pastors has been obtained. The first drop-down menu on the web-based form asks for the name of the approving ministry lead or pastor.
 - b. After indicating the person who approved your requested communication, please fill in the requested information for your event or article. Thank you!
 - c. Check your entry to ensure you have populated the required fields. Then, press the SUBMIT button and the form will go to the Director of Communications.
- 2) The Director of Communications receives your form and will:
 - a. Review the submission and determine the communication modes that will be used to publicize the submitted information.
 - b. Request additional information if required including graphics, logos, videos or any other information that will assist with disseminating the submission.
Thank you!

HOW WILL MY SUBMISSION BE COMMUNICATED/PUBLICIZED?

These are some of the ways the information that you submit will be publicized.

◆Communicator Newsletter	◆Lobby media screens	◆Targeted email
◆Weekly e-Newsletter	◆Sanctuary media screen	◆Interior/Exterior sign
◆Church/school Web Page	◆Social Media	◆Banner or brochure

WHAT ARE THE LEAD TIMES FOR COMMUNICATING INFORMATION?

To foster communication excellence, a tiered system is used to classify and focus communication to ensure delivery to the right audience at the right time. These tiers and associated lead times:

- a. **Tier 1-** One or two major church-wide and/or community events or messages that reflect the church’s vision/priorities *at a time*.

- i. The Tier 1 target audience is broad- over 80% of church members and/or all school members and the community.
 - ii. Examples include weekly and special worship services such as Easter and Christmas; one-time big events including Oktoberfest, School Registration and Community Open Houses, Vacation Bible School, and other news/events determined by the church and school staff.
 - iii. Lead time for communicating Tier 1 events is a minimum of 60 days.**
 - iv. These events receive maximum emphasis on all communication modes including the church/school web page, the church newsletter (the *Communicator*), social media, church-wide emails, exterior and interior church signage and media boards, and other modes as appropriate.
 - v. The Director of Communication crafts and drives the promotions with support from the church or school staff and event owners.
 - b. **Tier 2-** Sub-categories of key ministry areas that are prioritized and communicated in appropriate venues as space/time/resources allow.
 - i. The Tier 2 target audience is at least 50% of church members and/or all school members.
 - ii. The Director of Communications works with the staff to determine the communication modes for Tier 2 information when multiple requests are received.
 - iii. Examples include men’s ministry, women’s ministry, youth and family ministries, prayer ministry, domestic and global missions,
 - iv. Lead time for communicating Tier 2 events is a minimum of 30 days.**
 - v. The Director of Communication crafts the promotions in partnership with the ministry leader or event owner.
 - c. **Tier 3-** Limited audience. These events require a minimum of **2 weeks**.
 - i. The Tier 3 target audience is less than 50% of church members and/or school members. Tier 3 messages are usually not aimed at reaching our surrounding community.
 - ii. The Director of Communications works with the staff to determine the communication modes for Tier 3 information when multiple requests are received.
 - iii. Examples include specific messages to select, targeted groups such as confirmands, quilters, chess club, altar guild, and choirs.
 - iv. This information may be communicated by a letter, email to group members, or text messages.
 - v. The ministry leader or event owner crafts the messages to send to these select groups. The Director of Communication is available to suggest ways to disseminate this information and to assist with mailings or emails.

We are looking forward to working with each of you as we journey together to reach our shared vision.